



AGENDA

**2010 Sunshine Census Complete Count Committee
Media Subcommittee**

Conference Call

April 10, 2009

2:00pm-3:00pm

Conference Call: (888) 808-6959

Conference code: 7517473

2:00pm-Introduction of all the members on the call (Ayla Anderson)

2:05pm-Turn the meeting over to the Media Subcommittee Chair (Janice Caluda)

- Members report their accomplishments since the February 28th meeting and future plans
- Discuss liaisons with selected ad agencies
- Discuss communication plans
- Discuss the different media outlets and their budgets
- Build a media timeline, launch dates, length of campaign, etc.
- Target markets

2:35pm- Members address questions/concerns/brainstorming

2:55pm- Summary and Conclusion (Ayla Anderson, Janice Caluda, and others)

- Confirm objectives for the May 2009 meeting in Orlando

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